

# **RJ REYNOLDS**

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

March 6, 1998

RJR Account #431520  
MOHAWK

**JUNE: DORAL B1G1F / PROMOTION #800432**

**4 DISPLAYS**, DORAL B1G1F for this promotion will be packed and shipped to you from Finkle. Attached is a customer list of accounts authorized to receive packed displays. Retail distribution date for this promotion is the week of **June 8, 1998**.

**Brand Styles:**

**Doral Menthol Light 100 / Doral Ultra Light 100**  
**Doral FF Box 100 / Doral Light Box 100**

**DISPLAY DETAIL**

**EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.**  
**EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS**  
**EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.**

<b><u>SKU CUBE:</u></b>	<b>0.4955</b>
<b><u>SKU WT (w/o Product):</u></b>	<b>1.1000 lbs</b>
<b><u>Retail Sales Offer per Sku:</u></b>	<b>20 Offers</b>

<b><u>Billing per Sku:</u></b>	<b>2 Savings Cartons</b>
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<b>PARTNERS 'BONUS' REPORTING DESCRIPTION</b>	<b>'DOR JUN B1G1F'</b>
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As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc

cc: 162303

L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

JNB1-432.DOC

51844 8893

BPEN55B2

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 17

DATE: 98-04-29

TIME: 10:58 AM

WHOLESALE : 431520 MOHAWK CANDY & TOB. CO., INC. <DIRECT>  
TEMPLATE : 800432 80600 DOR JUN BIGIF  
TEMPLATE SEQ : 0910  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162303	162322	130750	VALLEY MINI MART	ROUTE 5 S	AMSTERDAM	NY	12010	1				(518) 843-4808
162303	162322	586053	BILLS BEVERAGE	261 E MAIN ST	AMSTERDAM	NY	12010	1				(518) 842-7050
162303	162322	786119	MAIN ST MINI MART	313 E MAIN ST	AMSTERDAM	NY	12010	1				
162303	162322	368182	WEST END MOBILE MAR	369 W MAIN ST	AMSTERDAM	NY	12010	1				(518) 843-6474

PAGE BREAK TOTAL ACCOUNTS 4 TOTAL QUANTITY 4

TEMPLATE TOTAL ACCOUNTS 4 TOTAL QUANTITY 4

*Through  
Finkle*

51844 8894

# DORAL

## Discover Our New Look, The Big American Adventure Sweepstakes, And A Buy 1 Get 1 Free Promotion. *June Is Packed with Excitement!*

Only Doral could bring such excitement to the month of June. First of all, we're introducing a dynamic new packaging design, as well as a sweepstakes offering your customers a chance to win a chartered tour of six exciting American destinations. Then there's the Buy 1 Get 1 Free Promotion.

The 2-pack sleeves are pre-packaged in a 20-unit display which can be easily restocked and refilled.

### POS Card/ Alternate Header

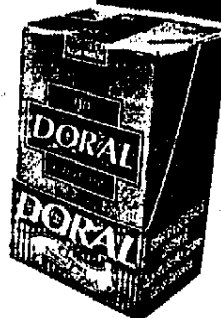


Next, the Counter Display and POS Card work to call attention to your money-saving promotion as well as to "The Big American Adventure" Sweepstakes. The Counter Display is small enough for any sales counter.

### Details -

- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free.

Buy 1  
Get 1  
Free



### 2-Pack Sleeve

### Counter Display



SWEEPSTAKES VOID IN MA, MI, AND VA,  
AND WHERE PROHIBITED BY LAW.

## WHOLESALE PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS

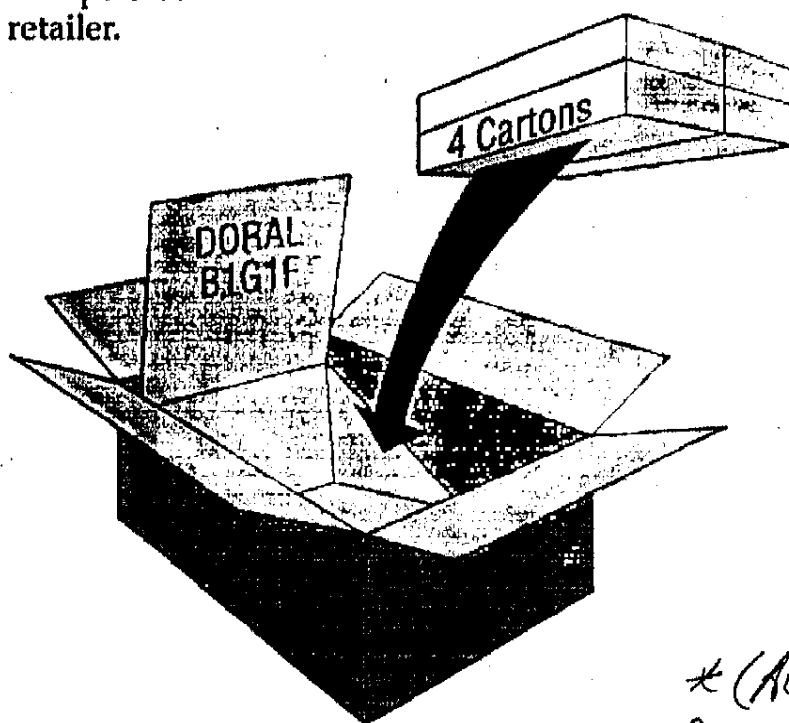
2ND QTR. '98

## June DORAL B1G1F

(Buy 1 Pack Get 1 Free)

## STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 541865

Promotion Reporting Description: DOR JUN B1G1F

Brand Style	MEN LT 100	ULT LT 100	FF BOX 100	Lt BOX 100		
Number of Cartons	1	1	1	1		

\* (Accts w/15 or less)  
Ensure Brand mix  
if only 2 styles  
are shipped

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